

**"An Acre and Independence:  
the Val Verda Subdivision in Bountiful, Utah"**

Architecture 525N-1  
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December 6, 1993

suburbs" for commuters. One such developer in Salt Lake City was especially taken by the success of garden community developments in California. His name was Verden A. Bettilyon. His dream was to create a garden suburb where, according to the advertisements, any man with \$25.00 down and \$10.00 a month could obtain "an Acre and Independence"<sup>1</sup> His creation was the Val Verda subdivision in Bountiful, Utah, begun in 1916 and still a thriving community today.

#### Val Verda: The Green Valley

Verden Bettilyon was the owner of the Salt Lake based Bettilyon Home Builders Company, established in 1911.<sup>1</sup> Sometime between around 1915, Bettilyon purchased a 200 acre tract seven and one-half miles north of Salt Lake City. The area comprised a mile strip of land stretching from Orchard Drive eastward along present day 3100 south to the mouth of North Canyon. Currently Val Verda is situated near the border of the Bountiful and North Salt Lake city limits; and could be considered a suburb of either community. Seventy-five years ago, however, the land V.A. Bettilyon named Val Verda after the Spanish words for green valley was isolated from all but a few farmsteads. According to one source, the tract of land was mainly june grass and scrub oak, used for grazing, with one small section planted with alfalfa. The land was acquired from

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<sup>1</sup>Salt Lake Tribune, April 22, 1917.

<sup>2</sup>The company, in existence since 1911, is still owned and operated by Verden Bettilyon's descendants under the name Bettilyon Construction Company in Salt Lake City.

## Introduction

One hundred years before Horace Greeley began admonishing young men to "go west", Americans were extolling the virtues of possessing one's own land. Private property ownership has been part of the American dream from the beginning. In a letter written to a friend in 1811 (the year Greeley was born), Thomas Jefferson declared his particular brand of agrarian idealism:

I have often thought that if heaven had given me a choice of my position and calling, it should have been on a rich spot of earth, well watered, and near a good market for the productions of the garden. No occupation is so delightful to me as the culture of the earth. . .<sup>1</sup>

Within a few decades of Jefferson, American authors were promoting a rural lifestyle, not only for its intrinsic virtues, but as a panacea for the evils of the industrial city. Journalist Horace Greeley simply inspired a whole generation of Americans to seek their acreage on the western "frontier."

For those who had already made their fortunes in the east, architect and author Andrew Jackson Downing suggested semi-rural residences in a sylvan setting. The farmhouse (or its suburban equivalent), according to Downing, should mimic the "virtues" of the farmer himself: "...simplicity, honesty of purpose, frankness, a hearty, genuine spirit of good-will, and a homely and modest, though manly and independent, bearing in his outward deportment."<sup>2</sup>

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<sup>1</sup>Thomas Jefferson, Letter to Charles Wilson Peale, 20 August 1811, quoted in David E. Shi, In Search of the Simple Life, (Salt Lake City: Peregrine Smith Books, 1986), 101.

<sup>2</sup>Andrew Jackson Downing, The Architecture of Country Houses, (New York: Appleton, 1850), 139.

Downing believed "...the happiness and virtue of a vast rural population to be centered on [the love of home]".<sup>1</sup> He and his followers inspired countless middle-class Americans to flee the city in search of an ideal life in the suburbs.

Perhaps the most influential crusade for domestic simplicity was the Arts and Crafts movement transplanted from England in the late nineteenth century. Gustav Stickley, America's most prolific mouthpiece of the movement, appropriated the ideals of Ruskin and Morris and changed them to reflect an American infatuation with country living. In his *Craftsman* publications, which made their way into homes and libraries across the continent, Stickley sought to fulfill a "need for better dwellings for suburbs and country".<sup>1</sup> One book even included a section on "Craftsman Gardens for Craftsman Homes".<sup>1</sup> It contained landscape design, vegetable and flower gardens appropriate for lots of an acre or slightly smaller. The gardens are ideally suited to men who "are as a rule workers in the city who could afford to give perhaps a part of Saturday and all day Sunday to any garden they had".<sup>1</sup>

Stickley's "country bungalows" and their accompanying furniture proved incredibly popular and readily copied. Land developers and builders across America used them in their "garden

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<sup>1</sup>Ibid., 270.

<sup>1</sup>Gustav Stickley, More Craftsman Homes: Floor Plans and Illustrations for 78 Mission Style Dwellings, (New York: Dover Publications, Inc., 1982), 5.

<sup>1</sup>Ibid., 168-176.

<sup>1</sup>Ibid., 168.

Carlos Wood, Bennett Peterson, Alfred Boulton and Ansel Hatch.<sup>9</sup>

In 1916, the Val Verda subdivision was one of the most ambitious projects initiated by Bettilyon, but he had enough business sense to know what it would take to make the venture a success. First and foremost was "location. The property he acquired was adjacent to the already established Centerville Streetcar line which ran along Orchard Drive until it was dismantled in 1926. Convenient transportation to the city was essential to lure buyers with the promise:

Any man who is willing to work can keep an acre of this rich soil under intensive cultivation and at the same time continue with his regular occupation.<sup>10</sup>

In other words, it was necessary for the "garden suburb" to be a "streetcar suburb" as well. For ten years, the electric streetcar stopped every fifteen minutes at the bottom of 3100 South. Service continued every hour until midnight. Val Verda residents could ride to Salt Lake City limits for five cents. For another five cents one could ride into the city.<sup>11</sup> The twenty-five minute ride to downtown made the subdivision attractive to many potential buyers. Bettilyon himself lived in Val Verda from 1917-1924 and commuted to work in Salt Lake City.<sup>12</sup>

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<sup>9</sup>Tamara Lasson Voorhees, Val Verda: 1848-1876 (Salt Lake City: Leonard H. Wojcik, 1976), 9. See also Holli Adams, "Term Paper, Architecture 327, 1987" TMs [photocopy], 1.

<sup>10</sup>"Salt Lake Tribune, April 22, 1917.

<sup>11</sup>Voorhees, 11-12. Note: In 1920, the fare was raised to seven cents. Service was discontinued in 1926.

<sup>12</sup>"Salt Lake City Directory (1917-1924), (Salt Lake City, Utah: R.L. Polk & Co., 1917-1924).

Bettilyon divided up his parcel of land into 132 one acre lots. The plat was filed on December 23, 1916 with Davis County (figure 1). There were no deed restrictions or architectural covenants on the properties. The subdivision had four public streets, all 50 ft. wide. Main Street, later known as Val Verda Road (3100 South), ran west to east for almost a mile. Roy Street (200 West) branched to the south and connected to Curtis Street (3300 South) which parallels Val Verda Road. The fourth street, View Street, was later obliterated when Davis Boulevard bisected the subdivision (figure 2).<sup>11</sup> The dirt roads were graded and Bettilyon Home Builders laid cement sidewalks through parts of the subdivision. With the development easily connected to electric and telephone lines, the infrastructure was nearly complete.

Bettilyon had great plans for the area. His company continued to acquire adjacent land through October of 1917. This may account for the additional area to the north of Val Verda seen in advertisements, but not on the original plat (figure 3).<sup>12</sup> Unfortunately, Bettilyon had underestimated the ability to get adequate water to the site. He had to suspend the sale of lots within a few years of the initial development. As a result, for

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<sup>11</sup>Other streets in the area are the result of later developments, or as in the case of 100 East, a private alley becoming a public thoroughfare. See Voorhees, 20.

<sup>12</sup>This property, consisting of 12 acre lots and 33 smaller lots, was eventually sold by Bettilyon in the 1950s. Bettilyon Inc. was active in the area until 1953, when the corporation deeded the streets to Bountiful City. Developments of the 1950s-today are the result of either Bettilyon Inc. or individual property owners selling their land. See Adams, 8.

nearly thirty years, Val Verda saw few houses built, other than the Bettilyon bungalows, and those were only along 3100 South.

Channeling the limited water from nearby mountain streams has been a concern in the area since the early 1850s settlements. Bettilyon assumed he had solved the problem by when he purchased 27 shares from the North Canyon Water Company and constructed a large concrete reservoir at the east end of Val Verda.<sup>15</sup> It was Bettilyon's son, Luther (Lue), who had the responsibility to see that Val Verda received its full "turn" of water.<sup>16</sup> According to the advertisements, "fine mountain water under high pressure is piped direct to your acre for house purposes and for irrigating".<sup>17</sup> Unfortunately, water in the reservoir was often so low that residents were restricted to the use of culinary water. Bettilyon attempted to find additional water by hiring geologists to drill a tunnel several hundred feet into a hillside above the reservoir. Sources estimate that Bettilyon spent \$40,000 - \$100,000 on this project before it was abandoned and sales suspended in the 1920s.<sup>18</sup>

Had there been adequate water at Val Verda, the development probably would have been more successful. Bettilyon Home Builders invested an enormous amount of time and money in the project.

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<sup>15</sup>Voorhees, 10. See also Adams, 2.

<sup>16</sup>Voorhees, 10.

<sup>17</sup>Tribune, April 22, 1917.

<sup>18</sup>Adams, 2. See also Voorhees, 10. Note: In 1947, an FHA inspector stated that "no federally insured homes would be built in the area because there would never be an adequate supply of water." Water became available from Weber Basin in 1958 and since then the area has flourished. (Voorhees, 11, 30).

Since 1911 the company had advertised annually in Salt Lake City's Polk directories; but in 1916, the advertisement was changed to reflect a new emphasis on Val Verda and include the "An Acre and Independence" motto (figure 4). Advertisements appeared weekly the Sunday editions of the Salt Lake Tribune and the Salt Lake Herald throughout the spring of 1917. The March 4 advertisement included quotes from agricultural specialist, L.M. Windsor:

Val Verda soil is ideal . . . anything will grow. Your soil has very unusual moisture retaining qualities. . . Take care of it properly and YOUR SUCCESS IS ASSURED (figure 5)."

Ironically, it was a "sandy loam" soil which actually required a great deal of water."

One newspaper article, published on Sunday, April 22, lists the names of all the heads of households building in the Val Verda area. Also listed are those who have acres under cultivation with plans to build homes. In the same edition, there is an advertisement which shows a group of happy homeowners getting off the streetcar being greeted by walking vegetables and domestic animals under the headline "Healthy Independence Meets You Half-way at Val Verda" (figure 6)."

Bettilyon's most ambitious advertising gimmick was the much publicized free excursion to Val Verda held on Sunday, May 20, 1917. The Tuesday, May 16 edition of the Salt Lake Herald had a "tear-out" coupon for reserving free accommodations on the

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"Tribune, March 4, 1917.

"Voorhees, 10.

"Tribune, April 22, 1917.



streetcars chartered by Bettilyon (figure 7). "See Val Verda Day" was to be the biggest real estate excursion in Utah's history with 1,000 people expected to take advantage of the offer. Unfortunately, heavy rains kept all but the hardiest souls away. Less than hundred visitors participated. According to Holli Adams, "One of Lue Bettilyon's most vivid childhood memories is boxes and boxes of soggy donuts, and barrels of apple cider going 'hard'".<sup>21</sup>

If Bettilyon "free excursion" ploy was less than successful, his attempt to create a landmark for his garden community was a complete triumph. The Val Verda arch quickly became the area's most celebrated landmark. Because the Val Verda arch was featured in so many advertisements (figures 6 & 7), there was absolutely no question at which streetcar stop passengers should disembark (figure 8). The original arch consisted of pre-cast concrete pillars bearing a steel truss arch spanning 3100 South, with the words "Val Verda" illuminated at night.<sup>22</sup> Today, the rebuilt arch is still an important landmark, and "new destinations are often reached by starting first at the 'Val Verda' arch."<sup>23</sup>

#### Val Verda Architecture: Exteriors

Once you pass under the arch you are in Val Verda. Early visitors to the area probably couldn't help but be impressed by the graded streets, the cement sidewalks, and the acres under

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<sup>21</sup>Adams, 7.

<sup>22</sup>Voorhees, 11.

<sup>23</sup>Ibid., 13.

cultivation. For \$300-\$400, or \$25 down and \$10 a month, any visitor could become part of the dream. Even the cost of an acre with a bungalow-type house had a standard mortgage of \$1250.<sup>15</sup> Despite the impressive infrastructure and acres under cultivation, the most striking feature of Val Verda and the one visitors would most likely remember are the homes. This holds true today, the architecture of Val Verda is still its most salient characteristic. The attribute which sets these bungalows apart from other early 20<sup>th</sup> <sup>cent</sup> bungalows in Utah is their placement on their site, the facades are not parallel to the street. Each of the Bettilyon-built homes was set at a thirty-five degree angle so that they face either northwest or southwest looking down 3100 South. They homes are have a setback from the street of approximately 50 feet. The site plan of 293 W. 3100 S. illustrates these characteristics (figure 9).

There are a few theories which account for the atypical placement of the homes. Some say that it was to create vistas to the Great Salt Lake. Holli Adams commented that the "unusual housing placement creates visual interest and optically enlarges the lots."<sup>16</sup> According to Adams, Lue Bettilyon suggested the homes are sited to "take advantage of the low winter sun, and protect them against the strong summer sun."<sup>17</sup> Historian Tamara Voorhees described the effect this way:

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<sup>15</sup>Adams, 4.

<sup>16</sup>Adams, 4.

<sup>17</sup>Ibid.

[Bettilyon] recognized the value of solar energy and tried to orient his homes so that they took full advantage of the sun. No matter what time of the day it was, at least one room would be filled with sunlight."<sup>9</sup>

The abundance of natural light also seems to be the theory ascribed to by several of the bungalow owners. It is one of the qualities they most admire in their homes."<sup>9</sup>

Incredibly, considering the speculative nature of the development, the site placement is practically the only trait the early Bettilyon homes have in common. All thirteen of the homes remaining from the development's founding are bungalows, or what Adams calls a "bungalow hybrid"<sup>10</sup>. However, it is reasonable to say that no two are alike. Strung out for nearly the entire length of 3100 South, it is only when you notice their position that you wonder if the structures are related at all (figures 10a & 10b). Built mainly between 1916 and the early 1920s, the homes are constructed from a variety of materials. Architecturally, they represented the building era of which they are a part; yet stylistically, they have little in common with each other.

It is not known what person or persons actually designed these homes for Bettilyon Home Builders, or the amount of input the designer may have received from V.A. Bettilyon and his clients. What is known, is that each home was created and executed as an

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<sup>9</sup>Voorhees, 9.

<sup>10</sup>Interviews with Michelle Wright, Jack & Ruth Clayton, and Jo Lynn Wilson. There are three later homes on 3100 South which mimic the angle of their neighbors.

<sup>11</sup>Adams, 3.

individual unit, not as one among a series of identical tract houses. The individualistic nature of the architecture seems to reflect the Bettilyon concept of independence.

The thirteen homes can be roughly categorized by materials. Three homes have had their exterior sheathing either removed or covered. The bungalow at 376 W. 3100 S. has been completely overpowered by a later addition. The house at 172 W. 3100 S. has been covered with new materials and the porch rebuilt. Probably the last bungalow built at 64 E. 3100 S. has new shingles and a stone veneer.<sup>11</sup> A similar bungalow at 78 E. 3100 S. is sided. The latter three homes retain most of their bungalow features: one-story, narrow end to street, hipped roof and large front porch.

Two bungalows on the south side, 333 W. and 111 W. 3100 S. still have their original small wood shingles, though they both have new roofs and new windows. Although the construction of Davis Blvd. shaved off a portion of the acre site, the landscape of 111 W. is particularly well-preserved. Many of the original shade trees are still standing and the property is only one of two which still have their cobblerock wall (slides 1 & 2). Though not all Val Verda residents had cars in 1917, automobile ownership was probably a given by 1926 when streetcar service ceased. The above property is similar to the majority of lots. A driveway to the side of the home with a garage built behind the house. If the garage was built with two decades of the home, it was usually out

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<sup>11</sup>The present owner Michelle Wright believes her home may have been built as late as 1927.

of similar materials.

Brick was the most common material used in the Val Verda bungalows. The all-brick home at 366 W. 3100 S. is the most standard of the homes. It is similar in style to the ubiquitous one-story brick bungalows of Salt Lake City, though perhaps a shade wider than its urban counterpart. It is built of a dull brown brick with square masonry pillars at the porch. Like most bungalows, the facade is symmetrical.

Another one-story bungalow, 466 W. 3100 S., is of a similar size and style. However, it shows a more imaginative use of materials. It uses red brick at the base and stucco (slide 3). This home is an excellent example of how Bettilyon not only sited his homes to take advantage of the sun, but provided an abundance of windows. To highlight them, there is brick detailing around each window, even at the rear (slide 4). The two windows on either side of the chimney stack are similar to homes found in the Stickley's *Craftsman* publications, but the elaborate brickwork is a unique expression of a local mason's skill (slide 5). The facade behind the porch is asymmetrical (slide 6). It has the typical exposed rafters (slide 7), yet the piers are concave on the interior with projecting brick work on the exterior (slides 8 & 9). These details illustrate the ways in which this home differs from typical builder bungalows.

Also on the north side of the street are two similar brick and stucco two-story houses, at 268 W. and 232 W. 3100 S. The latter was the home of V.A. Bettilyon for several years (slide 10).

The Bettilyon home has a dark sienna brick water table with stucco above. The main two-story block has a simple gable roof with exposed rafters and brackets. The gable is repeated in a lower projection on the facade. Superimposed at one corner is an L-shaped porch with cross wing gables (slide 11). Other features of the porch include a rectangular indentation in the brickwork and an apron under the porch eaves (slide 12). There is also a small dormer on the east side to light the staircase (slide 13). In this design a combination of a few simple elements makes for a very visually interesting house. This home is the most "Arts and Crafts" in the Val Verda subdivision. Here, for his own home, Bettilyon may not only have used Stickley's publications as a source, but may have actually been seeking to emulate the architecture of the California developments he admired so much.

The three remaining homes, all on the south side of the street, show evidence that Bettilyon was indeed familiar with California-style bungalows, including the Greene brothers' work in Pasadena. All three bungalows are built out of clinker bricks. Clinker bricks are those fired nearest to the center of the kiln and as a result are misshapen and discolored. However, instead of using the brick simply as a base or for a retaining wall, these houses are almost entirely clinker brick of a distinctive sulfur yellow-green color. Two of the homes, 431 W. and 22 E. 3100 S. are typical hipped roof/front porch bungalows. 431 W. is a good example to examine, especially since it is one of the few homes which has had major addition (slide 14).

The plan of 431 W. is a simple rectangle with a bay window in the dining room on the west side (slide 15). Its primary novelty is in the intriguing and almost revolting clinker masonry above the concrete base. The courses of the masonry appear to be laid in a haphazard fashion, but in fact required a highly-skilled mason (slide 16). Random chunks of two or three molten bricks are interspersed throughout the courses (slide 17). The pillars which hold the roof are actually deformed by the misshapen masonry (slide 18).<sup>1</sup> The present owners, Jack and Ruth Clayton, who have lived in the house since 1942 were so delighted with the clinkers that they attempted to match the colors and included the cast-off brick when they demolished the back wall and built an addition (slide 19). The garage, built around the same time, also incorporates some of the "clinker chunks".

The third clinker brick<sup>4</sup> home, 293 W. 3100 S., is the only structure on the street which owes a stylistic debt to the Prairie School of architecture, rather than the Arts and Crafts movement. Instead of a porch, this house has a projecting sun-room with natural light on three sides (slide 20). It has a central chimney and the main hipped-roof is nearly pyramidal (slide 21). What is particularly "prairie" about this home are the large over-hanging eaves and the bands of casement windows (slides 22 & 23). The particular pattern of wood muntins is repeated in every window

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<sup>1</sup>Clinker masonry has an inner core of uniform bricks which not only serves as a flat surface for applying plaster, but is most likely structural as well. In the case of the porch pillars, they have recently had to be supplemented by wrought iron (see slide 14).

(slide 24). Remarkably, the house has all but of one its original windows still intact.

On the whole, the exterior of the 293 W. is exceptionally well-preserved. Two original light sconces still flank the front door (slide 25), and the cobblerock retaining wall has remained relatively undisturbed, except by the ravages of nature. (slides 26 & 27). This home utilizes the same clinker bricks and chunks as the other bungalows (slide 28), but has a different base. Here the water table partially uses standard red bricks (now painted) laid as vertical "soldiers" (slide 29).

Individually the Bettilyon bungalows of Val Verda are not the most distinctive early 20th century homes in Utah, but as a group they constitute an exceptional range of diversity within a single development. The Val Verda homes indeed represent "independence", or at least, they are architecturally independent units.

#### Val Verda: Interiors

Bettilyon Home Builders's designs of the bungalow exteriors are quite diverse from one another, while the interior plans and designs tended to be much more similar and straightforward. All, that is, except his own house. Most are typical one-story compact bungalows with heavy columned porches. Over the years, changes have been made to some of the homes' interiors to the point of making them unidentifiable as bungalows.

The Clayton's house located at 431 W. 3100 S., is the first clinker brick bungalow heading east on 3100. In our interview with

*slide ?*



the Claytons it was obvious how pleased they were with their home and the changes they have done. Most of the remodeling and additions were done for the sake of modernization. The original heavy wood door, now since replaced, led into a large L-shaped living-dining room. The living room running horizontal and the dining room perpendicular on the right. To the left far wall in the living room, in between two double hung windows, is a brick fireplace. At one time the brick flue reached to the ceiling. It has since been plastered and painted. The brick masons took great care in arranging the bricks in a simple horizontal and vertical decorative pattern. To the right is an archway into the dining room. A cubbyhole, most likely to hold a telephone, had also been plastered over. The front window facing the NW had at one time approximately a foot of stained glass located on the top portion of the window. The kitchen, located beyond the dining room, has been remodeled and enlarged. As was the case with most of the bungalows. There were built-in cupboards and drawers left intact in a small passage way beyond the kitchen. Because of the rectangular plan, additions were easily added to the back part of the house without destroying the original floor plan.

Bettilyon Home Builders Co. designed interiors with a definite Arts and Crafts flair but refrained from being overwhelming. With Bettilyon's own home, located at 232. W 3100 S., his Arts and Crafts inspired interiors were carried to a further extreme and seemed to have survived from the major alterations afflicting the other homes.

The bungalow is two stories with the front door leading in to an entry hall. This is quite different from the typical informal entry into a living room depicted in Gustav Stickley's *Craftsman* publications and from most of the Bettilyon homes themselves. Inside to the right, is a staircase leading to the second floor with decorative panels (slide 30). One can either go straight forward to the back of the house or left through a pair of unique wood and glass panelled pocket doors (slides 31 & 32). In the living room there is a two-faced, glass-panelled cupboard about four feet in height set in a corner (slide 33). The pattern is almost an exact copy of the pattern on the pocket doors. The NW wall has a series of three long rectangular stained glass windows (slide 34). The tripartite windows are repeated on the opposite far wall next to the staircase but without the stained glass. In between the living room and the dining room is a detached columned entry with a simple capital (slide 35). The fireplace located to the back of the dining room is just a few feet from being centrally located. It seems to be the original mantel but has since been sealed. The kitchen has been remodeled and the original wood floors have been covered with carpet.

The second floor has three bedrooms and built-in cupboards and drawers for linens similar in style to the Claytons'. Bettilyon had another home on the lot west of this house. The first Bettilyon house has been owned by the Neibars for three years.

There were two other homes we were able to get a quick look at. One is the house at 446 W. 3100 S., just north of the

Claytons, and owned by John and Christine King. Further east at 64 E. 3100 S., is a home owned by the Wrights. Both were compact one story plans with side fireplaces and archways from the living room to the dining room, although the Wrights had recently removed theirs. Both families sensed the history of their homes but the Wrights choose to keep the history orally and are currently involved in major interior remodeling. The Kings, on the other hand, are making plans to renovate rather than remodel.

The bungalow we centered our research on is at 293 W. 3100 S. and is owned by Jo Lynn Wilson. She has lived there for twenty plus years. The interesting point about this clinker brick bungalow is its Prairie School elements, such as the central chimney and the abundance of casement windows. The front door is almost centered on the facade with the porch surrounding the door and continuing to the east. West of the door is a projecting sun-room. The entry leads directly into the living room which is surrounded by two sides of casement windows (figure 11). The living room is actually one of the larger such rooms in comparison to the other bungalows in the division. Running along the top of the casement windows is a plate rail (slide 36). The fireplace, being centrally located on the west wall, is in between two entry ways. The left side has since been plastered and covered by a built-in bookshelf. The fireplace is a made up of a thoughtful decorative brick pattern similar to the Claytons (slide 37). In speculation, the flue has now been covered with wood panelling. It may have had a mantel and the brick work continued to the

ceiling. The bricks used were 9x4x2. The entry way on the right side is covered with the same wood panelling and prevents us from identifying what may have been there.

This then leads us into the sun-room and a crucial element to Bettilyon Home Builder's designs; an emphasis of placing the homes at angles to catch the sun's rays. Although, the sun-room is particular to the Wilson home it exploits the lengths gone to by the designer to utilize the solar lighting. With this particular bungalow, casement windows are plentiful to take advantage of this natural light source (slide 38). It does seem unusual for a bungalow to be so brightly lit. The room is pulled out from the box plan. This is almost an attempt to draw the outdoors into the house. The whole house, being elevated on a hill, gives the same privacy effect, much like Frank Lloyd Wright's Robie house (slide 39). The present owner has discovered a way of preserving the beautiful, yet inefficient windows. She has installed an interior glass, much like a storm window which does not distract from the visual intent. The kitchen located beyond the sun-room has been remodelled with new cupboards and modern appliances. The hallway to the bedrooms at one time could have been accessed through the living room or through the kitchen. There is a small closet behind the bookshelf which was once one of the entry ways (slide 40). It is somewhat confusing how this passage operated but it had lent to a more open circulation plan in the beginning.

The bedrooms all have a set of three casement windows relatively the same size and shape as the windows found in the

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living room. The far two corner bedrooms have two walls of these windows, contributing to a cold winter's sleep before the owners added storm windows (slide 41). The bathroom, original to the plan, has now been completely remodelled.

Surprisingly many of the original vent covers, light fixtures and door knobs have remained intact (slides 42 & 43). One last interesting note is a coal bin window located in the basement. There is a side driveway to the east of the house that at one time led to this small window for coal deposits. It has now been covered up with boards.

Bettilyon, although not extremely innovative in regards to interior and spatial design, was able to sufficiently accomplish a comfortable and informal living environment through a simple straightforward interpretation of a bungalow plan. He left plenty of latitude for the client<sup>4</sup> to add his or her own personal interpretation to the spirit of country life.

### Conclusion

In many ways, Val Verda was not the ideal community. There were water shortages. Bathrooms had to be built into all but the last bungalows. Even when the entire community had septic tanks, there was often not enough water pressure to flush the toilets. Val Verda was isolated. The dirt roads were constantly being washed away with a heavy rain.<sup>11</sup> Once during a massive snowstorm,

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<sup>11</sup>Val Verda was connected to the sewer system in 1968 and the roads were paved in 1934-1935. (Voorhees, 11 & 18.)

one of the homes burned because the fire truck could not reach the site. It appears that Bettilyon's bane was either a paucity or a plethora of water.

All in all, it was probably not the financial success he envisioned. Yet, if one considered the Val Verda subdivision from a psychological view point, it was and still is successful. The second owner of 78 E. 3100 S. felt so strongly about his home that he gave it to his daughter in 1929. She just passed away recently. The Kings had been in their home less than a week when we first approached them, yet they feel as strongly.

Val Verda residents have a strong sense of identity. In the Polk directories the address given for Bettilyon and others was simply "Val Verda", a community "six miles north of the city" (figure 12). Bettilyon's "garden suburb" functioned as planned. Of the Val Verda householders listed in the Polk directories, all but one had employment in downtown Salt Lake.

It is not known whether the crops cultivated on the acres of Val Verda ever yielded their owners as much income as predicted in Bettilyon advertisements (figure 6). It is clear however that Val Verda residents feel very strongly about their land. The majority of bungalows retain their acre lots. The owner of 333 W. owns three acres. Val Verdians have a history of growing "their own". As the story goes, one of the early owners of 431 W. 3100 S. used to take his lunch in a shoe box to work on the streetcar every morning. Later when the property was sold, the new owner discovered a path leading back to an abandoned still. Obviously,

during the Prohibition era, at least one man was able to generate an income from his property."

Some types of activities, not possible in a typical Salt Lake subdivision, could take place in Val Verda. According to Michelle Wright, current owner of 64 E. 3100 S., one of the previous owners was an animal trainer and kept a llama, a cougar and a bear on the property. Her basement, in fact, still includes an area once used as an animal pit. Fortunately, the other property owners had only sheep, horses, cows and chickens. Currently, residents have been in an ongoing battle with Bountiful over keeping the right to have animals on their property.

Perhaps ultimately, it can be said that Bettilyon did succeed in instilling a sense of "independence" in those fortunate enough to possess an acre in Val Verda. But what is remarkable is the sense of community which exists in the hearts of the residents, whether they own bungalows or not. This is best demonstrated by a brief history of the Val Verda arch. On August 28, 1959, a backhoe hit the arch and damaged it beyond repair. Despite the fact that some considered it a public nuisance, the community rallied and raised enough money to have it rebuilt." The arch was damaged on two other occasions and was replaced by a sturdier structure in 1983. In every case, one or two members of the community have managed to unite the community to save the arch.

---

"Voorhees, 20-21.

"Ibid., 12-13. Children were often found climbing all over the structure or shooting the lights out with pellet guns much to V.A. Bettilyon dismay.

Back in 1917, Verden A. Bettilyon probably did not realize what he was creating at Val Verda. He was attempting to build a community where a man could be free from the fear of lay-offs, strikes, wars, etc. Simply stated, where one could find "an acre and independence". The subdivision he created has gone beyond that. At Val Verda there is a community and a sense of identity. In other words, a place where one can feel at home.



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## Appendix: Figures



SECTION 6 TP 1 N R 1 E  
Soft Lake Meridian  
SCALE 200 FEET - ONE INCH

Block 1 - 1022  
1st Mc 1022

VAL VERDA PLAT A

West Half

- BLOCK 1 - LOTS 1 THRU 21
- BLOCK 2 - LOTS 1 THRU 25
- BLOCK 3 - LOTS 1 THRU 6
- 8. LOTS 40 THRU 45
- BLOCK 5 - LOTS 1 THRU 10

- ① Original Grantor's Part I - 1st Mc 1022
- ② Original Grantor's Part II - 1st Mc 1022
- ③ Original Grantor's Part III - 1st Mc 1022
- ④ Original Grantor's Part IV - 1st Mc 1022

SECTION 6 TP 1 N R 1 E  
Soft Lake Meridian  
SCALE 200 FEET - ONE INCH

Block 1 - 1022  
1st Mc 1022

VAL VERDA PLAT A

East Half

- BLOCK 1 - LOTS 22 THRU 40
- BLOCK 3 - LOTS 7 THRU 39
- BLOCK 4 - LOTS 1 THRU 13

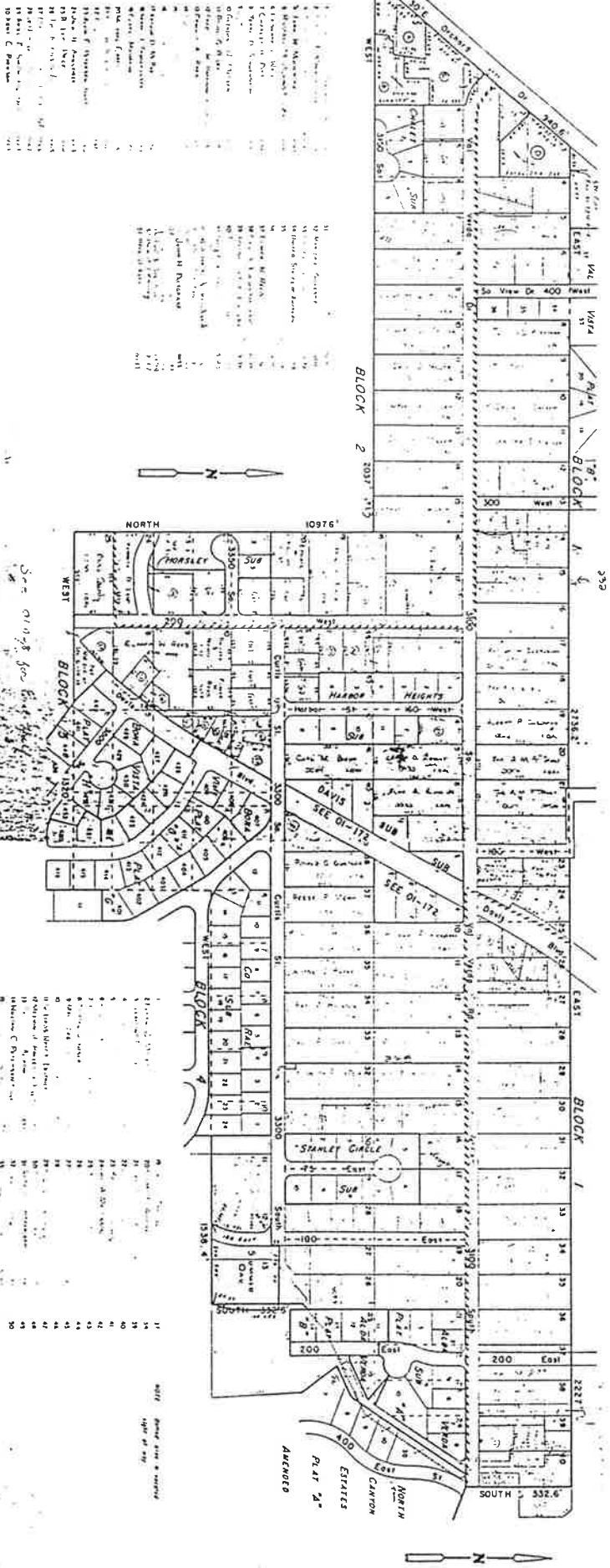
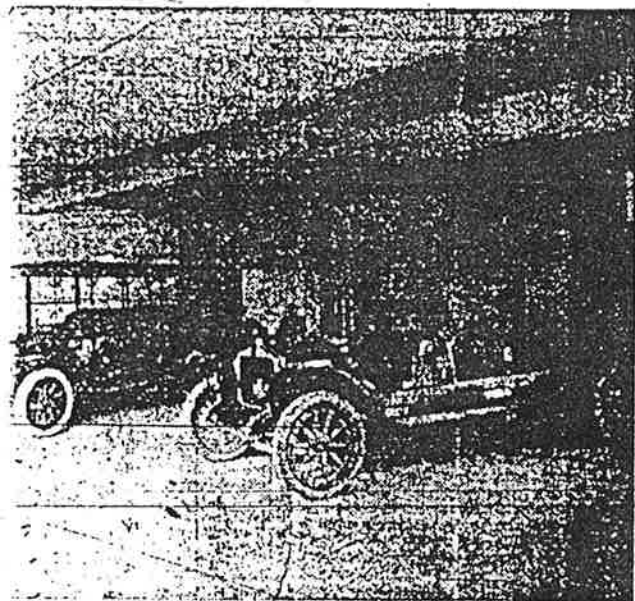


FIG. 2





## Motors on West Temple Street



Yellowstone park this coming the Yellowstone Park Trans- company. The White truck light is 1-ton and the one is 1-ton. All are four- ward trucks, bevel gear. Hunt, manager of the White company, states that he will complete line of trucks and

touring cars and will be able to give service to White owners, as they have ample shop facilities and will carry a full supply of parts, which will eliminate long delays in waiting for repair parts. Clifford E. Davis, field man for the White company of Cleveland, Ohio, is seen standing in the rear of the showroom with O. C. Hunter.

F. H. JUNK



service, representative, Chal- or, company, Detroit.

ELKAR 'TWELVE'  
IN SALT LAKE

## LAND MERCHANTS MAKE BIG SALES

Transactions Involve \$100,000 as Consummated During the Week.

Two big sales involving over \$100,000 were consummated this week by Kimball & Richards, "land merchants," one of them being for Salt Lake City property and the other for a big farm in northern Utah. These were in addition to the regular city and farm business of the firm. There were also several small homes sold and a number of building sites purchased through the well-known realty firm.

Early spring activity in real estate selling seems to have started in earnest, according to a member of this firm. A number of good inquiries are being received daily for homes in various parts of the city and every indication points to a good season as soon as spring weather gets the upper hand of winter. The firm also reports an unusually heavy trade in "K. & R. Six's," the investment savings plan, which is one of the strong factors of the company's popularity. Hundreds of investors, large and small, throughout the state have invested their funds with this firm during the past few months. Inasmuch as this form of investment is secured by sound first mortgages and other high-class real estate securities and contracts, this convenient 6 per cent savings plan has passed the rigid test of many of the most conservative investors of the state.

Kimball & Richards are proud of the new Columbia public school building which has just been completed near Homestead-avenue. They feel they have contributed to



## "Your Soil Is IDEAL, Anything Will Grow--"

L. M. WINSOR, Irrigation Expert from Utah Agricultural College. Never in the history of any tract of property in Utah have so many prominent men—the State Horticultural Inspector, prominent farmers in the vicinity, an expert from the Utah Agricultural College—united in declaring soil, climate and irrigation and growing conditions so ideal as at

## Val Verda

Last Friday night L. M. Winsor, irrigation expert from the Utah Agricultural College, addressed a meeting of Val Verda home owners in the Gold Room of the Commercial Club—read what he said:

"Val Verda soil is ideal . . . anything will grow."

"Your soil has very unusual moisture-retaining qualities. . . . Take care of it properly and YOUR SUCCESS is ASSURED."

"I don't know of a more ideal spot in the valley than Val Verda."

Now, how much longer will YOU delay in investigating Val Verda, the beautiful tract of acre-homesites seven and a half miles north of Salt Lake on the Centerville car line, where you can buy an acre of this rich soil for \$25 down and \$10 a month. Call, write or telephone for illustrated booklet and full information about Val Verda.

BETTYLON HOME BUILDERS COMPANY

340 South Main Street  
Telephone Wasatch 2030.

## FOR RENT—LARGE STORE

BROADWAY, NEAR MAIN.  
34x134 and Basement.  
\$250 Per Month on 3-Year Lease.

## Morningstar-Vogeler Inv. Co.

Investment Brokers, Loans, Central Business Property and Trackage.

# FREE

POCKET EDITION

## WHAT EVERY DEPOSITOR SHOULD KNOW

CALL AT NEW ACCOUNT  
DEPARTMENT . . . NOW.

FIG. 5

so great was his physical  
but he  
As he evidently did, to ac-  
the extinction of the population  
moral of Arkansas City from  
to get locked the comprehen-  
of doing this in one fell  
he began his work of de-  
a piecemeal fashion, shooting  
ing in eight, animals or in-  
industriously and impartially.  
been interrupted as quickly  
lately as he was he would un-  
have wrought very considerable  
even if he had not compassed  
ent of his design.  
has been repeatedly made  
of the phenomenal ability of  
t in dealing with matters in  
physical prowess of some  
was opposed to his own. The  
of strife was as balm to his  
therefore he roused himself  
in, sitting in old man Green-  
in. He was made aware by the  
rage of a bullet through the  
that somebody had busted  
a highway.

Takes Action.

moment he was outside the  
ing a quick but careful survey  
ounding territory. Even as he  
from his seat he had been  
that the noise of the shooting,  
with the shot that went through  
and continuing in a steady rat-  
tledly connected with the rail-  
ing which was combined with  
in a truly horrendous din.  
who would shoot in the persis-  
er that this man was shooting  
rally be giving vocal expres-  
sion to the same time, he  
would vociferate as furiously  
as was vociferating would na-  
shooting. Mr. Bassett realized  
that it was one person only  
ought.

difficulty in determining who  
was the moment he saw him.  
Mr. Starbuck was the man,  
Bassett started in his direction  
on pausing to pull his own  
might have done it as he ran,  
the manner of a swift runner  
ting his arms violently to  
impetus, and so swiftly did he  
almost before he started he  
Mr. Starbuck from behind.  
reflection of Mr. Starbuck's  
motion to say that he toppled  
fame when that happened. No  
could have remained upright  
a moment when Mr. Bassett  
in in such fashion, and though  
ck was an Ozarker, he was  
ing taken thus at a dead-  
a man so skilled in the tech-  
niqu and tumble as Mr. Bas-  
s was disarmed in the inter-  
a which he would have re-  
ink, had it occurred to him  
it then.

Surrenders.

armed and having two guns  
him in no uncertain way. Mr.  
one from the ground when he  
to do so. Then, at a further  
to put his hands as far up in  
he could reach. He was him-  
er of technique and did not

what's eatin' yo' all," said  
"but just natchally I's fo'ced  
vo in. Th' aint nobody 'lowed  
t up the town like yo was  
to do, not thouten he's got a  
good 'xause. If yo' all has  
it'll be took in 'cnsideration,  
ne to p'duce yo' in co't right  
out."

and with arms still uplifted,  
sk stepped out, and being  
ntly slipped in at the door  
ad taken as his first target.  
otion may have replaced his  
st of fury was not evident  
ice, which was set solemnly  
initially, but as he entered  
and glanced at the array of  
nd the bar it might have  
t that his features relaxed  
t he perceived a possible al-  
his plight.  
or," he said suddenly before  
time to convene the court.  
Mr. Bassett was the last man  
City who might have been  
balk at such a suggestion in  
as a citizen, he felt called  
to enter an objection.

for Drinks.

he took later on," he said.  
er business o' keepin' the  
to be 'tended to, first off."  
man Greenlaw interposed

to "Journ is al'ays in op-  
to what the constitution  
led, "an' beln' a 'journalin' is  
o' the purpose o' takin' a  
t natchally fotters what it's  
ier fo' to take a drink.  
ut is not the p'ke o' a



# Healthy Independence Meets You Half-way at Val Verda!

How would you feel today if YOU had an acre of ground under your feet? Not an acre of some other fellow's ground—BUT YOUR OWN!—and a big garden—and fruit trees—and a cow and chickens and eggs and milk—and a good job in town, to boot. How would you feel?

## If You Will Help Yourself—

Nature will meet you more than half way at Val Verda. Here is soil that will grow every vegetable, fruit, and other product known to the temperate zone; fine mountain water under high pressure is piped direct to your acre for house purposes and for irrigating; there is every other convenience at your door—telephones—electric lights—cement sidewalks—graded streets—good neighbors, close but not too close—

## What Do You Like to Eat?

Potatoes, radishes, onions, asparagus, spinach, lettuce, pie-plant, gooseberries, cabbage, cauliflower, turnips, peaches, plums, apricots, apples, plums, prunes, cherries, almonds, nuts, English walnuts, hazel nuts, watermelon, cantaloupe, grapes, you can have each and every one on your acre at Val Verda. Come out today and in five minutes' walk from Val Verda we will show you a cherry tree that netted its owner \$10.00 last year in cherries; walk three blocks from any acre you pick out at Val Verda and we will show you 30 acres of grapevines, which net their owner over \$450 an acre EVERY YEAR.

## It Takes Gumption—

You'll not find any slackers at VAL VERDA! You won't find loafers at Val Verda! But if you are a man's man—if you're not afraid of a little extra work during your spare hours and part of your holidays—if you like the open, healthy air of the country—the fragrance of the

earth and growing things—if you want your children to grow up in healthy happiness—if you want city conveniences plus country economy—plus healthy independence you can come to Val Verda—7 1/2 miles north of Salt Lake on the Centerville car line—and make an acre of this rich soil produce everything your family will eat throughout the year—while you continue with your work in town. Any man who is willing to work can keep an acre of this rich soil under intensive cultivation and at the same time continue with his regular occupation in the city.

## Picture It—

Just suppose for a moment you bought an acre homestead at Val Verda; we have helped you build your new home and you are paying for it like rent—the terms for your acre being only \$25.00 down and \$10.00 per month. Your house has every convenience you had in town; your garden is in your fruit trees are set out—your flock of chickens is well along—you have a cow and pigs—in short, your acre home is beginning to yield. You are earning good money in town; there is no rent to pay at Val Verda; no vegetables, fruit, poultry or eggs to buy; no milk, cream or butter to buy. Why, there is even a little bit of all these to sell. What do you care about things that are happening elsewhere—strikes, panics, hard times, wars, revolutions? Your hens are still laying eggs, your garden is fine, your fruit trees bear, your cow gives milk, cream and butter, and your two little pigs grow fat and fatter until they are ready to be sold. And you add the big check they bring to the savings already in the bank.

## An Acre and Independence

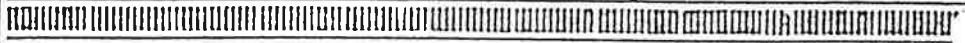
A little land and liberty! Do you envy the fellow who doesn't have to pay vegetable bills, butter, egg and meat bills? Do you envy the man who has reached the point where lay-offs, slack business or decrease in wages has no terror for him or his family? Then don't you realize that Val Verda is YOUR opportunity? It is an opportunity that comes but once in a lifetime. ANY change in a man's life takes courage, gumption. Remember—it doesn't cost you one cent to learn ALL about Val Verda—come out today—take Centerville car every ten minutes of the hour at 1st South and Main, or communicate with our office and secure free a complete booklet on Val Verda.

Let the other fellow wait. You act NOW.

# Bettilyon Home Builders Co.

340 South Main Street.

Phone Watatch 4840.



VAUDEVILLE GIVEN

BY DEBATING

FIG. 6



WEDNESDAY, MAY 16, 1917.

ELDER CREEK  
FLOODS RUIN FARMS

[To The Herald-Republican.]  
Salt Lake City, May 15.—For the past  
three days Box Elder creek has  
been doing its worst to destroy a number of  
tracts of farming and pasturage  
lands in the Big Fields imme-  
diately northwest of the city on ac-  
count of the exceptionally high water.  
It has been a raging torrent,  
the heavy thaws back in the  
mountains being the chief trouble in the fields  
by the creek bed being filled  
by the rushing waters carrying  
loads of rock and gravel  
over the adjoining fields,  
covering them with coarse

BUILDING DAM TO  
STOP SPRING FLOODS

[To The Herald-Republican.]  
Salt Lake City, May 15.—Engineer H.  
H. Field of the Brigham Conserva-  
tion company is in Brigham City  
this morning. The com-  
pany is building a dam for the storage  
of waters of Box Elder creek.  
He is feared for a time that  
the dam would destroy the founda-  
tion of the big dam, but stated that  
everything was safe. He stated  
the value of the water which is  
being wasted is beyond esti-  
mate. The company anticipates hav-  
ing the dam completed in time to  
stop flood waters next spring.

TRICKS NAMED FOR  
SCHOOL OF COMMERCE

[To The Herald-Republican.]  
Salt Lake City, May 15.—At a special meet-  
ing of the board of trustees of the Utah  
state college, Prof. George B.  
Hendricks was appointed director of  
the school of commerce and business  
administration to succeed Dr. George  
Hendricks. Professor Hendricks  
is fitted by training and experi-  
ence to head the school.

ER RESIDENCE  
OFFERED AT A. C.

[To The Herald-Republican.]  
Salt Lake City, May 15.—It will be possible  
for students to do residence work at  
the Agricultural college throughout  
the coming summer, according to  
an announcement just made by  
E. G. Peterson. This ar-  
rangement has been made to allow  
students who cannot be sure of  
admission, or who cannot at-  
tend regular summer school, to use  
the time before harvest, to  
engage in

SIAM CITY MAY  
RECHRISTEN PARK

[To The Herald-Republican.]  
Salt Lake City, May 15.—The city



We want to show you  
**Val Verda**  
NEXT SUNDAY



You've heard of beautiful Val Verda—the tract of  
acre homesites, seven and one-half miles north of  
Salt Lake—where scores of earnest men and  
women are working out their financial independ-  
ence by keeping an acre of this rich soil under  
intensive cultivation—growing everything the fam-  
ily eats throughout the year—while the man con-  
tinues with his work in town—going back and  
forth by street car.

BE OUR GUEST SUNDAY. Next Sunday is "See Val Verda Day".  
The biggest free excursion Utah has ever known will be run from Salt  
Lake to Val Verda. YOU are invited. There will be absolutely no ex-  
pense. Special excursion street cars will leave State and Fourth South  
streets at 10.00, 10.30 and 11.00 o'clock Sunday morning. Mail or bring  
the coupon below and we will reserve free round trip transportation.  
Stay as long as you like—go home when you please. Free sandwich  
lunch served everyone at Val Verda. Come out and see the new homes—  
here after acre under cultivation—the waterworks system—the big reser-  
voir—electric lights—telephones—cement sidewalks—graded streets and  
other city conveniences. Plan to spend next Sunday at Val Verda. Tear  
out the coupon and mail it now.

**Tear This Out and Mail It NOW**

Bettilyon Home Builders Co.,  
340 South Main Street, Salt Lake City, Utah.

Date .....

I shall be glad to accept your invitation to go to Val Verda as your  
guest next Sunday, May 20th, 1917, and ask that you kindly reserve free  
accommodations for me in your Special Excursion Car, leaving Fourth  
South and State streets at 10.00, 10.30 and 11.00 a. m.

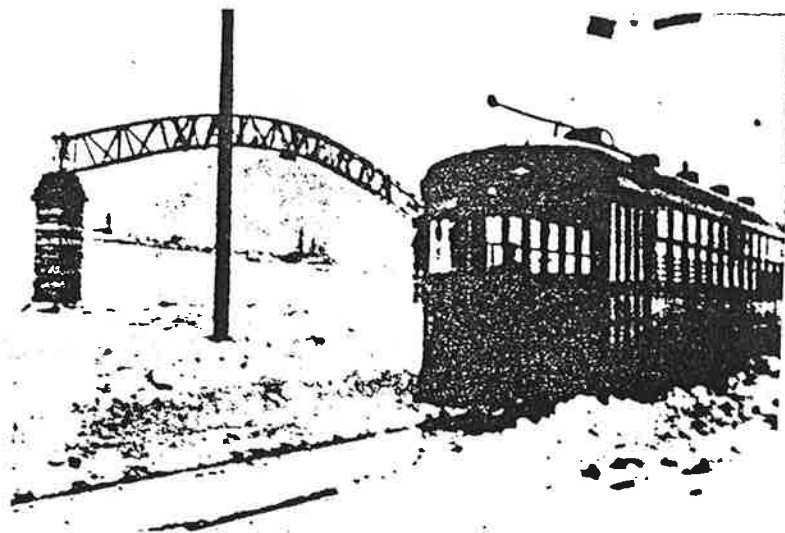
Indicate by X the hour you will go.

Name .....

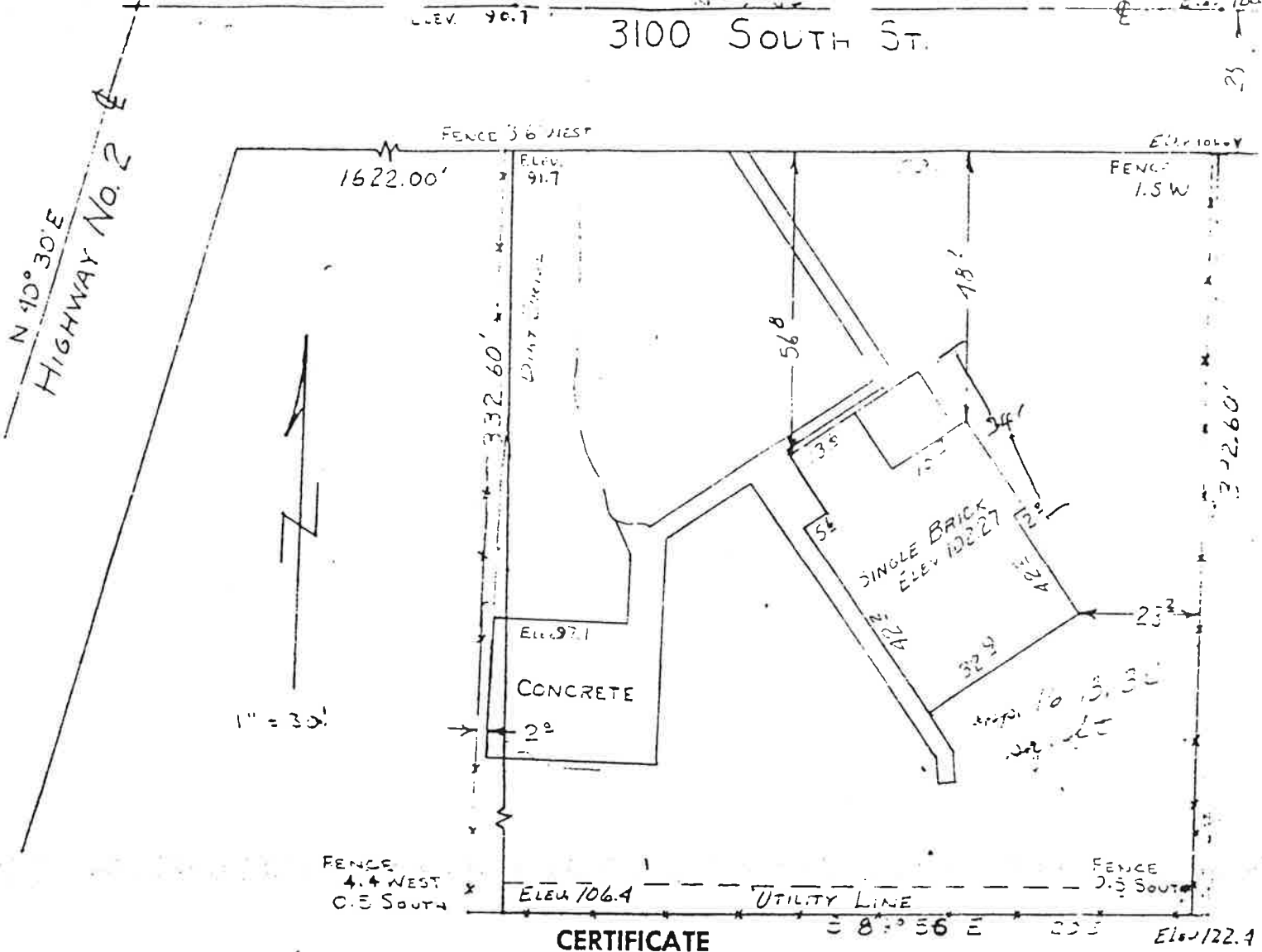
Address .....

FIG. 7

exporters. We are shipping out of the  
country at the present time of the



VAL VERDA ARCH  
3100 South and Orchard Drive, Bountiful



### CERTIFICATE

I, J. Dean Hill DO HEREBY CERTIFY THAT I AM A REGISTERED LAND SURVEYOR, AND THAT I HOLD CERTIFICATE NO. 2266, AS PRESCRIBED BY THE LAWS OF THE STATE OF UTAH, AND I HAVE MADE A SURVEY OF THE FOLLOWING DESCRIBED PROPERTY:

All of Lot 15, Block 2, Val Verda Plat "A", a subdivision of Section 6, Township 1 North, Range 1 East, according to the official plat thereof. Excepting therefrom the East 1.5 feet of said lot.

I also certify that the finish grades of the first floor, yard, drives, walks, curbs and streets are as shown on the plat and are in accordance with the approved plans and specifications.

I FURTHER CERTIFY THAT THE ABOVE PLAT CORRECTLY SHOWS THE TRUE DIMENSIONS OF THE PROPERTY SURVEYED AND OF THE IMPROVEMENTS LOCATED THEREON AND THEIR POSITION ON THE SAID PROPERTY; AND FURTHER THAT NONE OF THE IMPROVEMENTS ON THE ABOVE DESCRIBED PREMISES ENCROACH UPON ADJOINING PROPERTIES, AND THAT NO IMPROVEMENTS, FENCES, OR EAVES OF ADJOINING PROPERTIES ENCROACH UPON THE ABOVE DESCRIBED PROPERTY, EXCEPT AS SHOWN ON THE PLAT.

Wayne Wilson

293 West 3100 South Bountiful, Utah

PREPARED FOR  
Western Mortgage

455 East 4th South, Salt Lake City, Utah

by GREAT BASIN MAPPING & SURVEYING, INC.

DATE April 16, 1962 JOB NO. PEG3-1121 SURVEYOR J. Dean Hill **FIG. 9**

PT OF N 1/2 OF

SECTIONS 1+6 TP 1N  
SALT LAKE MERIDIAN  
SCALE 4000 FEET = ONE INCH

R 1W 11E

PT OF N 1/2 SECTION 6 TP 1N R 1E

SALT LAKE MERIDIAN  
SCALE 4000 FEET = ONE INCH

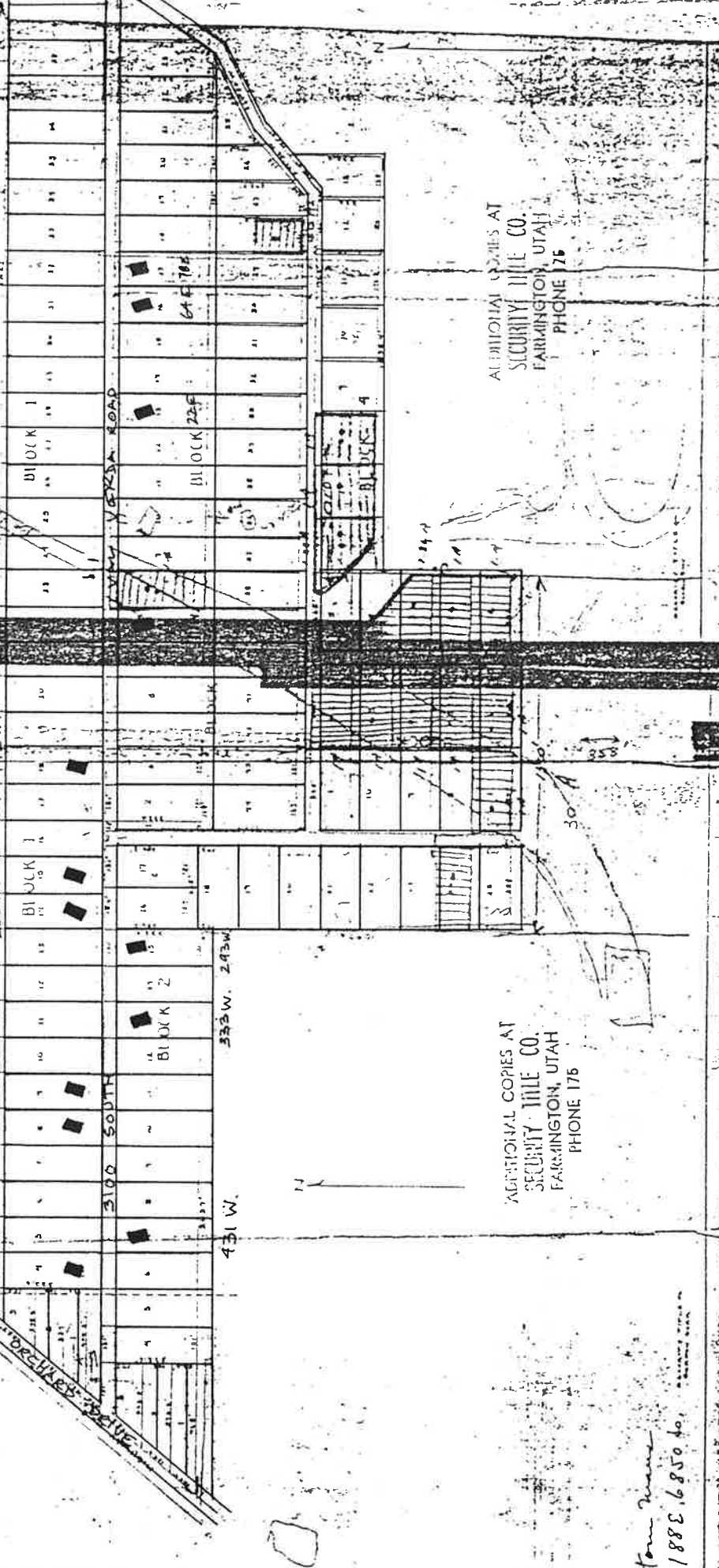
VAL VERDA PLAT A  
BLOCK 2 & 3, PT BLOCK 2 & 3

VAL VERDA PLAT B  
BLOCK 4, PT BLOCK 4

4400 W. 3370 W. 366 W.

268 W. 232 W. 172 W.

1400



ADDITIONAL COPIES AT  
SECURITY TITLE CO.  
FARMINGTON, UTAH  
PHONE 175

ADDITIONAL COPIES AT  
SECURITY TITLE CO.  
FARMINGTON, UTAH  
PHONE 175

From Name  
1886, 1850 do.

FIG. 0. P. O. A



LANDES  
&  
COMPANY  
MODERN  
MACHINERY  
SALT LAKE CITY



**EVANS  
FLORAL  
COMPANY**

Phone  
Wasatch 961  
36 S. Main

**GOOD BOOKS  
STATIONERY  
FOUNTAIN  
PENS**

GREETING CARDS

and  
Courteous  
Helpful  
Service

At the  
**SUNDAY  
SCHOOL  
UNION  
BOOK STORE**  
44 EAST ON  
SOUTH TEMPLE

**EXCLUSIVE  
STYLES**

*Hamilton's*  
CORRECT DRESS FOR WOMEN  
216 SOUTH MAIN ST.

**THE BEST  
MATERIAL**

166

R. L. POLK & CO'S

# The Brunswick - Balke Collender Company

Manufacturers of

**CAROM AND POCKET BILLIARD TABLES, BOWLING ALLEYS**

**AND CIGAR STORE FIXTURES, BILLIARD AND BOWLING SUPPLIES**

**PHONOGRAPHS AND AUTOMOBILE TIRES**

Office and Salesroom

**55-59 W. SOUTH TEMPLE**

**SALT LAKE CITY**

Brusselles Emanuel, lab G S Co.  
Bruun, see also Brun and Brunn.  
"Henry, tmstr Harris Bros, r 521 Denver.  
Bruyere Florence N, tchr Uintah Schl, rms  
445 E So Temple.  
Bryan Edgar A, chfr S L Tptn Co, r 2654  
Highland Pk dr.  
"Harry B, moved to Spokane, Wash.  
"Henry N, mach, r 1387 Wasatch av.  
"John A, slsmn Rosenbaum Bros, r 436  
4th East.  
"May, maid Melrose Hotel.  
"N N, repr G S Co.  
Bryant Delbert, b 921 East pl.  
"Eugene, hpr Central Garage, rms 208 W  
5th No.  
"Frank L, chf eng Hercules Powder Co,  
r Bacchus.  
"Geo H, lab, r 921 East pl.  
"Gertrude, maid Lenox Hotel, rms 474 S  
West Temple.  
"Grocery (Gus Johnson), 702 E 1st So.  
"G L, slsmn Holt S & G Co, rms 70 N  
State.  
"John J, pdlr, r 537 N 4th West.  
"Jos M, lab Elaterite Paint Co, r 437 N  
4th West.  
"Junior High School, 733 E 1st So.  
"Mae C (wid Edwd), r 678 5th av.  
"Mrs May, b 216 Redwood rd.  
"Nana, actress Wilkes Theatre, rms New-  
house Hotel.  
"Thos H, miner, r 1542 Green.  
"T N, asst gen mgr Holt Seed & Grain Co,  
r Val Verda, U.  
"Vernon, jan Auerbach's, b 921 East pl.  
"Walter, rms 78 E 1st No.  
**BRYAR NEWS CO** (Robt H Bryar), Whole-  
sale Magazine Agency, 27 E 4th South,  
Tel Was 3616.  
"Robt H (Bryar News Co), r 3 Sorendo  
Apts.  
Bryce Edwin, carp Arthur Plant.  
Brydson Jas M, grocer, 819 Simpson av, r  
same.  
"Jos, died Jan 1, '18, age 62.  
"Murray W, student, b 819 Simpson av.

Bryne Peter, lab Magna Plant.  
Bryner Casper A, mach J W Moller  
Milton av.  
"Lola, nurse L D S Hosp.  
"Moriah J, died Aug 10, '17, age  
Bryson Clarence E, r 766 Browning  
"C W, hpr G S Co.  
"Geo, hpr Arthur Plant, r Garfield  
Club.  
"Geo W, carp, r 228 Emeril av.  
"Jas W, produce, r 1118 Lake.  
"Walter V, buyer Inter-Oceanic  
r Bountiful.  
Bub Wm M, opr W U Tel Co, r 25  
ct.  
Bubee Alice, steno Chas Baldwin,  
1st av.  
Bubel Alfred, mach Galligher Mach,  
1018 W 4th So.  
"Paula, clk Cohn's, rms 1412 Fro.  
"Wm, lab, r 520 S 8th West.  
"Wm Jr, mach Galligher Machy,  
S 8th West.  
Buboltz Martha M, clk Walker's,  
W 7th So.  
Bucani Alex, lab, r 5000 Poplar.  
Buccambuos John, lab, b 817 Gen.  
"Sam, lab, r 817 Genesee av.  
Bucci Michl, rigger Magna Plant.  
Buch Fred C, abstractor, r 619 7th  
Buchanan Agnes, b 463 W 7th So.  
"Alex, carp, r 463 W 7th So.  
"Alex Jr, reporter Des News, r  
West Temple.  
"Arch, lab, r 721 S 4th West.  
"Arch M, slsmn, r 546 Columbus.  
"Carl W, student, b 546 Columbus.  
"Cecil, rms 378 Marion.  
"David A, painter, rms 576 S Ma.  
"Dora, rms 439 3d East.  
"Mrs Effie E, bkpr, rms 378 Marion.  
"Ellz (wid Arch), r 991 Lake.  
"Ellz H, smstrs, b 991 Lake.  
**BUCHANAN F C**, Mgr Mountain Bldg,  
ber Co and State Agent Garfield  
han Co, r 347 E 3d South, Tel.

Insure Today Tomorrow may be too late

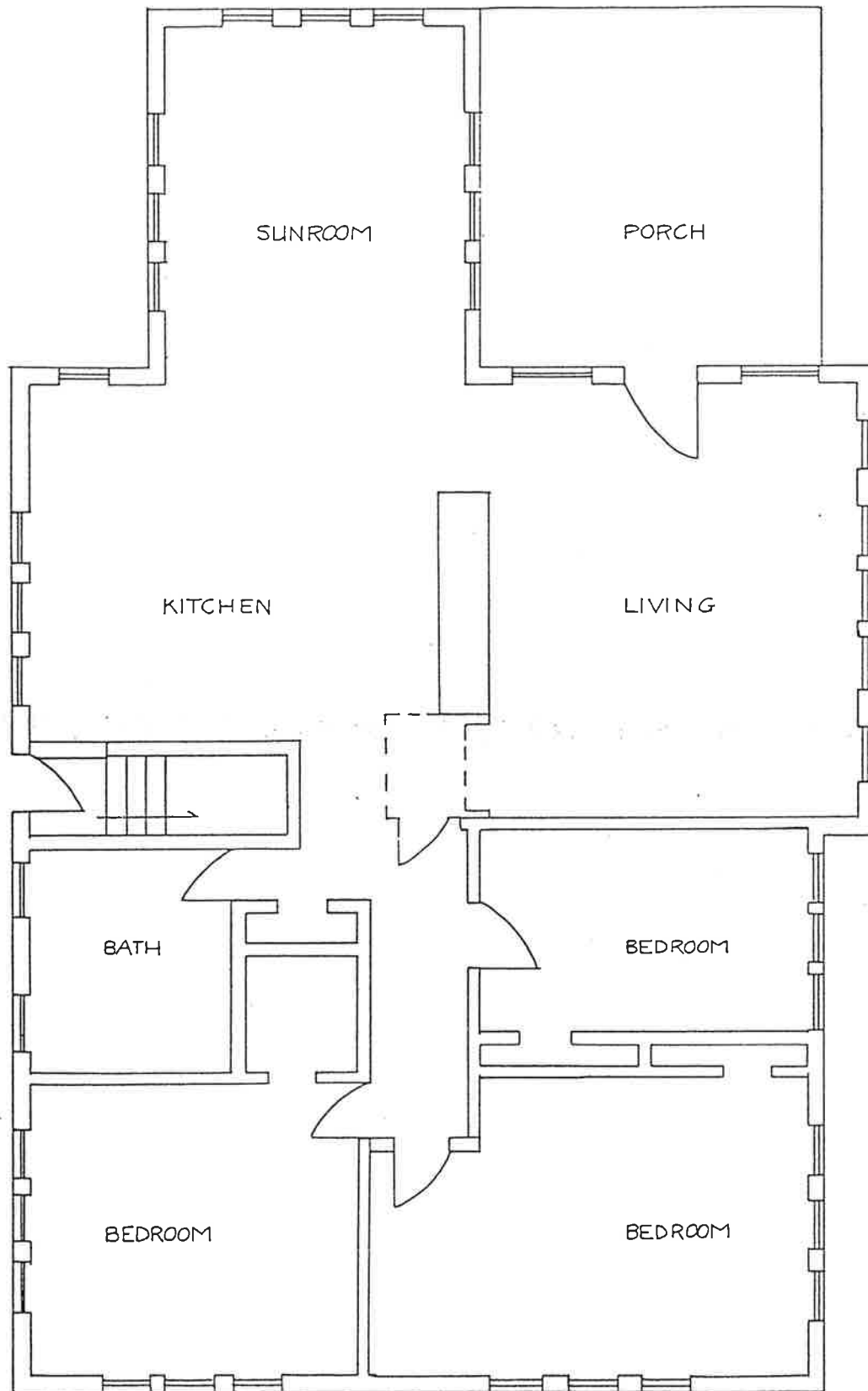
**HOME FIRE INSURANCE CO. OF UT**

INSURANCE THAT INSURES

22 South Main

Phones Was. 2262-2

**FIG. 12**



JOLYNN WILSONS  
VAL VERDA  
1/8" = 1'0"

FIG. 11

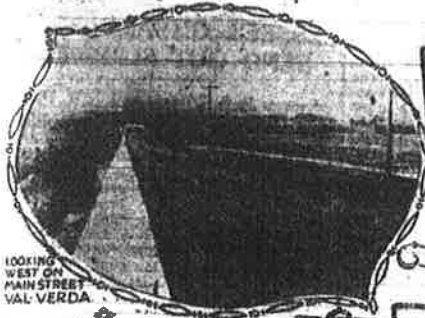
Val Verda

- See SL Trib. May 21, 1916 p. 6<sup>?</sup> Sport section

Sept. 17, 1916 P. 7

# Photographs Tell the Story of Val Verda

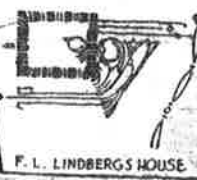
Scenes along the busy streets of Val Verda, where scores of workmen are hurrying new homes to completion, finishing the waterworks system and spending large sums on street and sidewalk work.



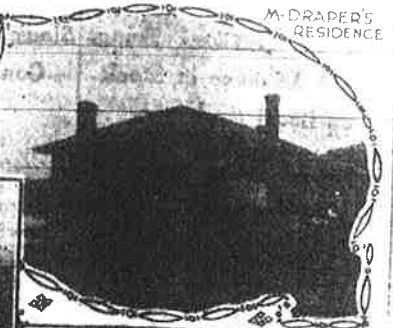
LOOKING WEST ON MAIN STREET VAL VERDA



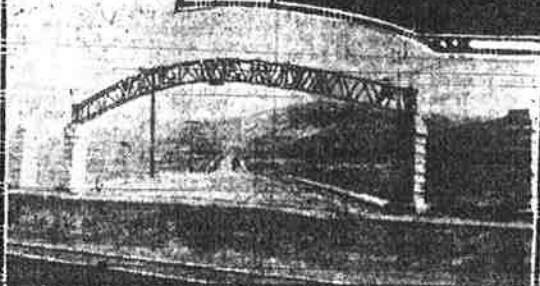
NIGHT VIEW OF ARCH



F. L. LINDBERGS HOUSE



M. DRAPER'S RESIDENCE



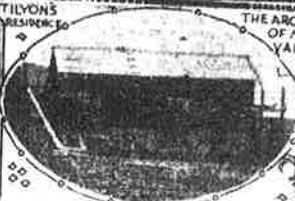
THE ARCH AT ENTRANCE OF MAIN STREET VAL VERDA



RESERVOIR AT VAL VERDA



A VAL VERDA HYDRANT IN ACTION



C. R. COLBURN'S HOUSE



C. W. McDONALD'S HOME



DOUDLEY WHITES RESIDENCE

With one handsome bungalow completed and occupied at Val Verda, workmen are speeding up the completion of six other new homes on this beautiful tract of acre-homesites, seven miles north of Salt Lake, and Val Verda presents a scene of hustle and activity at present.

The photographs reproduced above were taken a week ago at Val Verda and they show the various new houses of the tract under process of construction. The men and women who are building these new homes include C. W. McDonald, Mrs. Draper, John, Hingworth, J. R. Colburn, S. J. Lindbergs and Dudley White.

These new houses at Val Verda will represent some of the Bettilvon Home Builders company's newest designs in modern bungalows and every home now under construction will be finished and occupied before January 1, so that within the next ninety odd days seven families will be living at Val Verda.

Each of these houses will be equipped with telephones, electric lights, modern ranges and, with the added advantages of cement sidewalks, graded streets and

water piped under high pressure, Val Verda residents will enjoy the same comforts and conveniences as in the city.

V. A. Bettilvon, president of the Bettilvon Home Builders company, owners of Val Verda, was the first resident to move onto the tract and he occupies the handsome bungalow on the model home.

Meanwhile both the Val Verda residents who will live in their new homes are planning to move out in the spring and are already beginning preparations for putting their acres under the most efficient arrangement as early as possible next year for full plowing of their crops and the planting of vegetables of all descriptions early in the spring. The farmers and orchardists around Val Verda on every hand are harvesting such an enormous yield of grapes and other fruits and vegetables that the Wood farm, just south of Val Verda, and the Peterson farm, just north of Val Verda, and the Peterson farm at the southeast of Val Verda, are being visited by scores of interested people each week.

who want to see with their own eyes just what remarkable yields of grapes, apples, peaches, pears, berries, English walnuts, hazelnuts, potatoes, watermelons and other products are coming from this rich soil.

## BROWNING COMPANY WILL ERECT GARAGE

The Federal Real Estate & Investment company has sold to the Browning Automobile & Supply company, for use as a garage and other motor fuel, a tract of land, between Fifth and Sixth streets, between Main and Second streets. The property is at present occupied by two residences which will be torn down and the new building, a three-story building, which the Browning company will erect for an automobile salesroom.

## Visiting With Parents

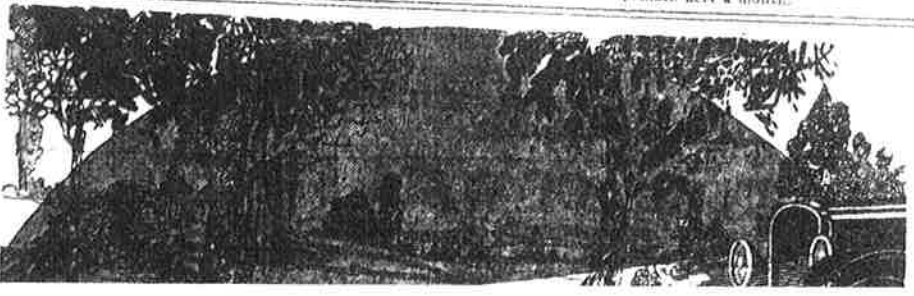
Mrs. N. Olive Fulton of Ogden is visiting with her parents, Mr. and Mrs. William M. Thomas, and expects to remain here a month.

## BELIEVES WILSON WILL BE ELECTED

### Iowa Politician Declares Country Looks Like a Democratic Victory.

It will please some of my friends and displease others, but the fact remains that after a quiet little campaign of my own in the middle and extreme west I have come to the conclusion that the nation, politically, looks very for President Woodrow Wilson, and Maury L. H. of Indiana, Jr., at the Hotel Fish. Mr. Cornhill, prominently identified with politics in his home state, was the guest of Ernest Rumberger at dinner last night. He continued:

I have made a careful study of the situation ever since I left the east about a month ago, and have not been taking anyone's word for the conditions here and the opportunities there. I have visited the secret places and I know whereof I speak. President Wilson is a higher favor not now than he ever has been. The people, or a vast majority of them I have met, have no time to consider the questions of



WANTS REAP

F. T. Ross Continental E. Lewis for the